



**FOR IMMEDIATE RELEASE**

Jessica Spaulding Thompson, Darcie Giacchetto  
Spaulding Thompson & Associates, Inc.  
949-305-2780, [jessica@spauldingthompson.com](mailto:jessica@spauldingthompson.com), [darcie@spauldingthompson.com](mailto:darcie@spauldingthompson.com)

**FINAL DAYS TO ENTER IE ADVENTURE WEEKEND GIVEAWAY; WINNER TO BE ANNOUNCED**

**AUGUST 27 AT PLANES OF FAME AIR MUSEUM AT CHINO AIRPORT**

**County of San Bernardino, Calif.**, August 10, 2010 – If you're ready to fly, drive, boat, zip, tour, shop, dine, and relax in the beauty of mountains and lakes, then don't miss the chance to enter the IE Adventure Weekend Giveaway.

Two lucky individuals will win a fun-filled Inland Empire weekend adventure, given away by Discover IE, that takes place Friday, August 27 through Sunday, August 29.

The winners will be announced at **9 am on Friday August, 27, 2010 at the Planes of Fame Air Museum** located at Chino Airport. After the winners have been unveiled they will IMMEDIATELY TAKE OFF in a World War II era Stearman bi-plane to get a true birds-eye view of the IE.

The giveaway is designed to show off what makes the IE a great place to visit. People can sign up at [www.DiscoverIE.com](http://www.DiscoverIE.com) where they will get a preview of the official website to be launched on August 27. With registration on the website, individuals will be eligible to win the IE Adventure Weekend as well as receive ongoing updates, news and ideas about things to do in the Inland Empire.

IE Adventure Weekend Giveaway tour details:

**Friday, August 27:**

- Limousine pick up
- Flight in a WWII-era Stearman bi-plane at Planes of Fame Air Museum
- Lunch and shopping at Victoria Gardens and Bass Pro Shops
- Pace Car drive 120 mph around the Auto Club Speedway
- Dinner at Evergreen International restaurant
- Accommodations at The Robinhood Resort in Big Bear Lake

**Saturday, August 28:**

- Breakfast at Nottingham's Restaurant in Big Bear Lake
- Zip line adventure over Big Bear Mountain with Action Zipline Tours
- Lunch at Desi's In Big Bear Village
- Speedboat tour across Big Bear Lake with Big Bear ParaSail Watersports
- Desperado, Eagles Tribute Band, Concert in Lake Arrowhead Village
- Deluxe dinner and accommodations at the Lake Arrowhead Resort and Spa

**Sunday, August 29:**

- Sunday Brunch at The Castaway Restaurant
- Inland Empire Auto Show at the Ontario Convention Center
- Professional Bull Riders Event at Citizens Business Bank Arena
- Dinner and gaming at San Manuel Indian Bingo & Casino (Must be 21 years of age or older to enter San Manuel Indian Bingo & Casino)
- Limousine Ride Home

"The Inland Empire is the perfect single or multi-day adventure, especially when it comes to enjoying a great Southern California weekend," said Steve Eckerson, general manager, Citizens Business Bank Arena and chairman of the IE Destination Council. "It's affordable, convenient and there really is something for everyone. The IE Adventure Weekend Giveaway will show off some of the unique and fun things to do here."

Additional prize packages will be awarded. These include gift cards to San Manuel Indian Bingo & Casino, Lake Arrowhead Resort and Spa, Victoria Gardens and Bass Pro Shops. Other prizes include Ontario Convention Center event tickets and a family fun pack to San Bernardino County Museum. Must be 21 years of age or older to enter San Manuel Indian Bingo & Casino

The IE Destination Council promotes the destination advantages of the Inland Empire, Southern California's perfect inland experience. The region's proximity to Los Angeles, Orange and San Diego counties makes it a convenient, affordable and preferred choice for a one-day, overnight or multi-day adventure. Exploring the Inland Empire is the perfect answer for "what should we do this weekend?" That's because of its mountains, deserts, lakes and rivers; high-profile and nationally-acclaimed destinations; historic landmarks; marquee events; and a convenient Southern California location.

The IE Destination Council is comprised of the County of San Bernardino as founding partner along with founding members: the Auto Club Speedway, Bass Pro Shops, Big Bear Lake Resorts Association, Citizens Business Bank Arena, LA/Ontario International Airport, Lake Arrowhead Resort & Spa, Ontario Convention Center & Visitors Bureau, San Manuel Indian Bingo & Casino, Snow Valley, and Victoria Gardens. Working together, the council members will seek to position the Inland Empire as a

top tourism destination as well as increase its reputation as a getaway location of choice. For what to do this weekend, go to [www.DiscoverIE.com](http://www.DiscoverIE.com)

# # #